

Building a Custom Content Machine to Turn Shoppers into Buyers



Big televisions command big space in big stores. These devices draw and hold the attention of viewers in their homes, in bars and restaurants, throughout airports. So why shouldn't the places where these big screens are sold also use the prime real estate to capture and hold the attention of shoppers?

Challenge

Selling large screen televisions takes a huge commitment. A vendor must have a wide array of product, which in turn means they must dedicate a large amount of space to display these screens. But a black screen isn't compelling, and a blank screen doesn't sell itself. These beautiful devices come to life only when great content pulls the eyes and attention of potential buyers. And over the years fewer and fewer retailers have sold more and more of these screens, making the space even more competitive.

In early 2012, long before the advent of UltraHD Televisions, also known as 4K TV, one of Triad's largest clients posed a challenge: reinvent their in-club TV network to present more compelling content while also using the platform as a customized advertising platform that could drive not only sales of screens but also drive custom offers and promote brands while creating a new revenue stream. The incumbent content provider, Premier Retail Network, didn't have the right pieces in place, so the search began for a new content management system (CMS) that would be able to support the network of 600 wholesale clubs nationwide.

600
LOCATIONS
30,000+ SCREENS

"We wanted to create a network that would allow us to monetize both the in-store and online screens," said Mike Hiatt, Triad's VP/Digital Signage Development. At the time, Hiatt was serving as an independent consultant for the wholesale club. "This meant we had to find the right partner, one that could deliver a fully functional CMS that would support the programs our client wanted to run."

Approach

Hiatt did a comprehensive search during which he and his team evaluated over 20 leading CMS solutions, narrowing the list to the top four and inviting each provider to submit a proposal. During the RFP process, Wovenmedia rose to the top, but not just for the functionality of the WovenManager CMS.

"Wovenmedia did a fantastic job of presenting their solutions," explained Hiatt. "We liked their thinking, their ingenuity, the new perspective and fresh thinking they brought to the process." As a result, a new partnership was created between Triad and Wovenmedia, as they were tapped by the wholesale club to deliver the new content platform across all their facilities.

Triad and Wovenmedia worked together to design and install the network across more than 600 of the clubs, developing the blueprints for the solution that would bring together media players, signal amplifiers, the CMS, premier content, and program design. Triad would construct the channel programming, and Wovenmedia would provide the CMS and premium video content.

Outcomes

The opportunity to use the network to create innovative and compelling offers and events has helped the wholesale clubs to create new engagements with members and brands. One such success was a sponsored barbecue tour and challenge, culminating in a national champion. The Kansas City Barbecue Tour kicked off in 2016 with events at local clubs, with winners advancing to regional competitions and ultimately a championship event. And all along the way, the events and resulting winners were promoted over the big-screen networks in the clubs, driving tremendous engagement and community involvement.

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As the new UltraHD TVs have rolled out, Wovenmedia and Triad have worked together upgrade the network and content solution. This enables the clubs to simultaneously run both 4K and HD programming and content side-by-side, which educates consumers on the advantages of the latest format available. And the partners have also developed an educational series for the network that showcases the benefits of the new format to viewers. The redesigned 4K video network combined with the UltraHD content and custom training from Wovenmedia have helped to make the warehouse club giant become the leader in 4K TV sales, according to Hiatt.

The partnership between Triad and Wovenmedia continues to foster new and creative solutions. “We’ve built a channel for the clubs that allows each facility to tune their networks to training videos that run before the club opens,” said Hiatt. “This is a great way to get tutorials in front of the associates and keep them informed on new products in the club. We can create this kind asset for our client because of the WovenManager platform and the support of the Wovenmedia team.”

Innovation and responsiveness are key for Triad Media Services, and for their wholesale club client. Wovenmedia continues to deliver, both in terms of new functionality within the WovenManager CMS and the growth of the WovenContent video library. “With Wovenmedia,” added Hiatt, “we have one voice and one approach. I can absolutely rely on them to help us create success.”

